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Tobacco Free Partnership of Broward County Organizes Hockey Event to Support Fort Lauderdale Beach Sweep

February 13, 2017, Fort Lauderdale, FL -- The Tobacco Free Partnership of Broward County and Fort Lauderdale Beach Sweep are teaming up with the Florida Panthers for a night of hockey to highlight the importance of a tobacco-free community and clean beaches. The hockey event is scheduled for Sunday, February 26, 2017 at 7:30 PM, when the Florida Panthers will be playing the Ottawa Senators at the BB&T Center in Sunrise.

Benefits of tobacco-free outdoor recreational areas are numerous. Health benefits include protection from harmful secondhand smoke exposure, protection of young children from toxic cigarette butts and other tobacco litter, and positive role modeling for youth. Benefits to the environment include reduced tobacco litter, cleaner waterways and oceans, protection of marine and wildlife from toxic tobacco litter, and reduced risk of fire. Cleanup costs related to tobacco litter removal consumes a substantial amount of tax dollars.

"The Tobacco Free Partnership of Broward County is proud to partner in this event. Teaming a great sport like hockey, a fantastic team like our Panthers with tobacco prevention sends a powerful message to youth and adults that tobacco is unhealthy," said Ellen Feiler, chairperson of the Tobacco Free Partnership of Broward County.

"Fort Lauderdale Beach Sweep is grateful for the opportunity to partner with the Tobacco Free Partnership of Broward County and the Florida Panthers to bring awareness to the impact of litter on our beaches, in our oceans and waterways, especially that of tobacco litter," said Fort Lauderdale Beach Sweep President, Barry Levy. "We look forward to sharing our mission with the community on February 26."

As a longtime member of the Tobacco Free Partnership of Broward County, the American Lung Association is proud to support the event. Andrew Cuddihy, Health Promotions Director at the American Lung Association office in Fort Lauderdale said, "Not only is the Fort Lauderdale Beach Sweep helping to protect our beaches from unwelcome litter, it brings much needed attention to the types of items that most litter our beaches, namely cigarette butts. Hopefully, this attention will help us to one day have smoke-free beaches and parks."

"Community Outreach is incredibly important to our organization from ownership all the way down," said John Colombo, Director of Community Relations for the Florida Panthers. "Clean beaches and a tobacco-free community are two things we are happy to fight for."

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About the Tobacco Free Partnership of Broward County:

The mission of the Tobacco Free Partnership of Broward County (TFP) is to prevent or reduce the health risks associated with tobacco use through community education. The TFP meets the third Thursday of every month at 8:00 AM in the Tobacco Prevention Education Center located at the Florida Department of Health in Broward County, 780 SW 24th Street, Fort Lauderdale, FL 33315.

About the Fort Lauderdale Beach Sweep:

Fort Lauderdale Beach Sweep, an entity of Beach Sweep America, Inc. and a partner of the City of Fort Lauderdale, is a not-for-profit organization whose mission is to provide clean beaches for our environmental, recreational and economic well-being. Serving a community of 176,000 that hosts more than 14.3 million international and domestic tourists each year, Fort Lauderdale Beach Sweep is committed to keeping our beaches in pristine condition. Volunteers meet the second Saturday of every month at 300 S. Fort Lauderdale Beach Blvd., from 7-11am, to clean the beach. For more information, visit facebook.com/flbeachsweep or call (954) 797-7793.

About the ALA:

For more than a century, the American Lung Association has led the fight for healthy lungs and healthy air. Today, the American Lung Association is focused on eliminating tobacco use and related lung disease, improving overall air quality for all and reducing the burden of lung disease on patients and their families.

About the Florida Panthers:

Entering into the league in 1993, the Florida Panthers and their first head coach Roger Neilson first dropped the puck at Miami Arena. The Cats played four seasons at Miami Arena, reaching the Stanley Cup finals in 1996. Having reached the post-season most recently in 2016, the current Florida Panthers, led by ownership group Vincent J. Viola and Douglas A. Cifu, are looking towards the future. Investing in their core lineup and always looking to add roster members to make the team competitive for years to come.